MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

DEN 5048 – EFFECTIVE COMMUNICATION SKILLS

(All sections / groups)

23 OCTOBER 2019
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **five** pages.
2. Answer **ALL** questions in **Sections A** and **B**.
3. Write all your answers in the answer booklet provided.

SECTION A [35 MARKS]

Task 1: Multiple-Choice Questions (5 marks)
Instructions: Read each question and choose the BEST answer.

1. Which of the following is an example of interpersonal communication?

   A. A book review recently published on a popular website.
   B. A text message sent to a colleague about a project deadline.
   C. A branch manager pasted a to-do list on notice board in his room.
   D. A visiting professor giving a lecture to a group of students in a hall.

2. A meeting is convened when the followings are done **except** _____.

   A. the notice is sent at least one week prior to the meeting
   B. a notice is sent to everyone entitled to attend the meeting
   C. all necessary details about the meeting are clearly stated in the notice
   D. follow up is done with each committee member to confirm his or her attendance

3. To communicate effectively over the phone, it is important for one to observe some basic telephone etiquette and avoid _____.

   A. sympathising with the caller who is complaining angrily
   B. confirming with the caller that he or she understands what is to be done
   C. giving priority to the person sitting in front of you before answering any calls
   D. asking questions to get information from the caller who has complaint about your company products.

4. The roles of a secretary for meetings include _____.
   I. preparing agenda for the Chairperson
   II. making a record of those attending the meeting
   III. obtaining the necessary reports from absent members
   IV. sending out notices to all the members of the meeting

   A. I and II only
   B. I, II and III only
   C. II, III and IV only
   D. All of the above

5. Samantha often speaks softly to all her workers. However, when she is upset or annoyed, her intonation and pitch will be higher. These vocal cues are known as _____.

   A. haptics
   B. kinesics
   C. paralanguage
   D. environmental factors

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Task 2: Fill in the Blanks (15 marks)
Instructions: Read each question and choose the BEST answer from the options given below.

self-esteem	over confident	haptics	findings	distributive
modelling	verbal persuasion	inflexibility	chronemics	convened
psychological	Intrapersonal	social	feedback	motion
constituted	Impersonal	proxemics	integrative	interpersonal

6. Thumbs down, shrug and silence are examples of _____ by the receiver which indicate to the sender that the message has not been successfully received, understood and interpreted.

7. Jessy is attending her department meeting. Five minutes ago, she received a text message from her colleague saying that someone had delivered a bouquet of roses to her. Jessy keeps wondering who the sender could possibly be, and she cannot seem to stay focused in the meeting. The type of noise that she is experiencing is known as _____ noise.

8. While Edward was walking to his manager's office, he repeatedly told himself that he should ask for a salary raise as he has been working very hard for the past six months. This is an example of _____ communication.

9. _____ is the way we perceive time, structure our time and react to time. It is a powerful communication tool, and helps set the stage for communication.

10. Being a person with high _____, Sophia did not succumb to peer pressure when she was advised by a friend to lie about the mistake that she had made. Instead, she admitted the mistake to her supervisor as she felt responsible for it.

11. When we are dealing with someone unknown to us, and we really have no particular interest in forming a relationship with them except for the purpose of the deal itself, we would often choose _____ negotiation as we try to maximise the benefits.

12. A meeting is considered as invalid when there is no quorum to start and maintain a meeting. It must be properly _____.

13. One of the disadvantages of written communication is _____ as the message cannot immediately be altered or amended, even if circumstances change or errors are discovered.

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14. A _____ on allocating a budget for a new water filter has been seconded and accepted by everyone during the meeting. We will soon have a new water filter in the office.

15. The motivational speaker uses _____ to convince everyone that they should all work harder to increase the revenue of the company despite the major crisis that they are facing.

16. In some cultures, even those who have not formed close relationships may greet each other with hug, engaging one another well within the intimate range of _____.

17. One of the advantages of written communication is that it is perceived as _____, and can be used in situations where unusual formality or distance needs to be established within an otherwise personal relationship.

18. Being _____ of her ability, Sarah volunteered to lead the team despite having no experience and very little knowledge in the project. The project ended up as a disaster.

19. Communicating with one another through emails or WhatsApp is known as a type of _____ communication.

20. _____ is the longest part of a report whereby all the facts and figures from the investigation are presented without any assumptions made.

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Task 3: Case Study (15 marks)
Instructions: Read the following scenario and answer all questions.

Stella has been working as an auditor in one of the biggest auditing firms in Kuala Lumpur since graduating from a well-known university. After getting married, she decided to move to her husband's hometown. She settled for a much lower paid job as a supermarket supervisor in the small town they currently live in.

At the supermarket, Stella is responsible to supervise and manage all the employees in the fresh produce and frozen food section. She has a total of 20 workers. Most of her workers are men between the ages of 18 to 57 years old. Half of them are foreign workers who have different cultural and ethnic backgrounds, and many of them cannot speak proper English. Stella tries to do her job as best as she could, but most of the time she ends up getting angry because most of the workers do not follow the Standard Operating Procedures (SOP) of food safety. She usually puts the SOP which is written in English on the bulletin board in hope that her workers will read them. However, nobody actually pays much attention to the SOP on the bulletin board. Stella begins to have negative thoughts about herself when one of the older workers jokingly tells her that a woman's place is at home. She wonders if she is actually capable of doing her job well despite having five years of working experience in the big city.

Stella has had a very bad week at home. With a new born baby in the house and fights with her husband every now and then, Stella feels depressed. Yesterday morning, she walked into the frozen food section and discovered that the freezer temperature has been wrongly set at -10°C instead of -23°C. All frozen food should be properly packed and kept at the right temperature; otherwise, they will deteriorate rapidly. Instead of calling her staff to adjust the freezer temperature, Stella picked several trays of frozen meat and threw them on the floor. Her workers were shocked by her actions. They did not understand why Stella behaved in such a way.

1. Based on the situation, identify and explain the three personal differences that distorted communication between Stella and her staff. (6 marks)

2. Suggest two ways that can be taken by Stella to improve her communication with her staff. Elaborate the suggestions. (4 marks)

3. Stella's behaviour at the end of the situation is a non-verbal action. Which non-verbal type of communication is projected? What message is obtained from the non-verbal communication displayed by Stella? (2 marks)

4. How would you describe Stella's self-esteem? Provide two reasons to support your answer. (3 marks)

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SECTION B [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

'Fashion Today' is an online retail company that focuses on clothing items and footwear. The international company is popular and has been successfully running its online business. Recently, the company received a complaint from a customer, Joanne Smith on the delivery and quality of their product. Joanne ordered a pair of size 6, blue sports shoes and a size M floral patterned skirt. She received her delivery 15 days after the promised date and the goods were not as she has ordered. The shoes are of the wrong size and the skirt is plain without any patterns or designs.

Joanne has written a letter to the company expressing her disappointment and anger. She has warned that she will take legal action if she is not compensated with either money or replacement of the goods. As this could tarnish the company's reputation, immediate action is needed.

TASK:

As the Marketing Director, write a letter of apology in about 150-200 words to Joanne explaining the reasons for the shortcoming. Besides, state actions taken to improve the company's services and offer compensation for the inconveniences. You need to include other necessary details.

End of Paper